
Subject: Outreach

Effective Date: October 1, 2004

Revised from:

Policy: Local Agencies (LA) must provide WIC Program information to other programs/agencies that serve a high number of potentially eligible applicants. Outreach efforts should be performed to reach potential clients within the LA services area and to maintain assigned caseload. At a minimum, between July 1 and December 31 of each year, the LA shall conduct at least one public outreach activity designed to reach those populations most at risk (pregnant women, infants, migrants, and homeless).

Outreach activities shall involve agencies that interact with potentially eligible applicants such as health and medical organizations, hospitals, clinics, welfare and unemployment offices, social service agencies, and farm worker organizations. Outreach activities may include the use of media, personal contact, use of printed outreach materials, and other activities outlined in any Memorandums of Understanding between WIC and other organizations.

Reference: CFR §246.4

Procedure:

1. Designate the responsibility of outreach to a specific staff person(s).
2. Identify and provide Program information to programs/agencies such as:
 - Agencies serving the homeless (homeless facilities/institutions)
 - Child birth classes
 - Community health centers
 - Community service organizations
 - Family planning programs
 - Food banks
 - Head Start
 - Health Maintenance Organizations (HMO's)
 - Migrant health centers
 - Obstetricians, Family Practitioners, Pediatricians
 - Planned Parenthood
 - Salvation Army
 - Social Service agencies (AFDC/Medicaid)
 - Women's Shelters
3. Between July 1 and December 31, plan and implement a plan for outreach activities to community organizations that provide information regarding WIC eligibility.
4. All outreach materials shall include the non-discrimination clause; participation eligibility criteria, and the LA name, address, and phone number.

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5. Review any Memorandums of Understanding for potential avenues of outreach to potential WIC applicants.
6. Initiate additional outreach activities as needed during the year to maintain the agency's assigned participation or to better reach targeted underserved population groups.
7. Outreach to pregnant women:
 - a. Provide Program information to agencies serving eligible pregnant women.
 - b. Target eligible women in the first trimester of pregnancy.
 - c. Contact pregnant applicants who have missed their certification appointment by telephone or mail and re-schedule another appointment.
8. Outreach to homeless:
 - a. Determine the number and location of homeless individuals in the agency area.
 - Provide Program information to homeless facilities/institutions.
 - Determine barriers to Program participation.
 - b. Establish procedures to provide services to homeless individuals.
 - Establish a referral system between homeless facilities/institutions and the Local Agency.
 - Provide a listing of Local Agencies and homeless facilities/institutions in the area to homeless applicant/participants. The listing must include a contact name, telephone number and address.
 - c. Coordinate services with homeless facilities/institutions to eliminate barriers (e.g., on-site WIC clinics).
9. Outreach to migrants:
 - a. Determine the number and location of migrant farmworkers in the agency area.
 - Provide Program information in the appropriate language.
 - Determine barriers to Program participation.
 - b. Establish procedures to provide services to migrant families.

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- Establish a referral system between agencies serving migrants and the Local Agency.
- c. Coordinate services with migrant health centers to eliminate barriers (e.g., arrange transportation to Local Agency, conduct on-site WIC clinics).